

### Ford Creates New Post for Fleet Selling

A top-level appointment in the sales and marketing area of Ford Motor Company's Ford Division has been announced. Lawrence E. Domingo, 5008 Echo Road, Bloomfield Hills, was named to the newly established position of general fleet and leasing manager. He formerly served as field services manager in the general sales office. In his new job, Domingo will have overall responsibility for the division's fleet and leasing activities.

FIELD SERVICES manager since September, 1961, he joined the company in January, 1961, as a supervisor in the Ford Division's Administrative Services Department and a year later became manager of the department. He joined the Sales Office in 1954 as manager of the Administrative Planning Department and held that post until joining the Western regional manager's staff as executive assistant in September, 1958.

**Named Treasurer**  
N. Weir Burkman, DDS, of 719 Westwood, Birmingham, was elected treasurer of the Michigan State Dental Association at the recent 106th annual meeting in Detroit.

## Behind The Store Fronts

Mrs. Claire DeNike is Birmingham's newest entrepreneur. Her DeNike Art Imports Co. shop is located at 255 Pierce (formerly the location of the Birmingham Peddler).

An interesting and unusual specialty shop, DeNike's includes in its inventory such Far East items as Chinese dresses, jewelry, Oriental art works and other Oriental imports. Mrs. DeNike also operates another shop at 1224 Griswold in Detroit, which she plans to continue in that location.

"Everyone has been very kind in making me feel at home here," she said. "And it is especially pleasant to have quite a few of my old downtown customers drop in. I didn't realize that so many of them lived in this area."

Former customer friends of Mike Kearns will be glad to know that he is back with Young's of Birmingham, 203 Pierce, after a period of absence. To gain a broader background in the men's clothing field, Kearns worked in several high-quality men's stores in Arizona and California as well as in our own Petosky, Mich. "It's good to be back," Mike commented.

Walter Adams has installed a new, enlarged display of Hallmark greeting cards at his Adams Pharmacy, Woodward at 14 Mile Road.

Speaking of new departments, Paul Gullett, assistant manager of Birmingham's S. S. Kresge Co.'s store, showed us the store's new cosmetic and health aids department.

In this age of tax-free foundations and endowments, the ad which David E. Davis ran last week struck a refreshingly frank, whimsical note. He wrote that there was always a permanent, free antique show at his shop on Hamilton Road and that all proceeds would go to the David E. Davis Improvement Fund.

### 3 Contribute Information To Handbook

Three Birmingham engineers are contributing authors to the new "Manufacturing Planning and Estimating Handbook," project of the American Society of Tool and Manufacturing Engineers. They are John R. Pfister, 2849 Birmingham Drive; Edward A. Reed, 795 Mohagan; and George O. Newcomb, 1240 Wincombe.

PFISTER is an industrial engineer, Universal Oil and Seal Co., Pontiac. Reed's job is as productive equipment engineer, Chevrolet Division, General Motors Corp., Detroit; and Newcomb is chief, Standardization Dept., Ordnance Tank Automotive Command, U. S. Army, Detroit.

The men made their editorial contributions to the ASTM Technical Publication Committee, sponsors of the book.

With ANGUS MCKELLAR

### New Manager Is Announced In Marketing

The appointment of Dr. Seymour Marshak as manager of the marketing research department, Lincoln-Mercury Division, Ford Motor Co., is announced by Ben D. Mills, Ford vice president and general manager of Lincoln-Mercury.

Dr. Marshak was formerly consumer research manager of Ford Division. He lives at 655 E. Long Lake Road, Bloomfield Hills.

PRIOR to joining the company in April, 1961, Dr. Marshak was vice president and director of client development for National Analysts, Inc., from 1957 to 1961. In 1956 and 1957 he was assistant professor of marketing at DePaul University, Chicago, and from 1951 to 1956 held the same title at Rider College, Trenton, N. J. Dr. Marshak was a marketing instructor at the University of Detroit from 1949 to 1951.

### Elected Bar Officer

In the recent Detroit Bar Association annual election Harold E. Mountain, Jr., 32240 Arlington Drive, Birmingham, was elected second vice president. He was formerly secretary of the 3,300-member association, the third oldest group of its kind in the United States.

### Officers Join In Passage of Enabling Act

Officers of an industry-wide group under the chairmanship of William E. Booth, Realtor, witnessed the final step to bring into Michigan law the Condominium Enabling Act at Gov. George Romney's office in Lansing last week. The officers represented builders and developers, mortgage bankers, title insurance corporations, labor and industrial and commercial realtors in regard to the act, described as a new real property ownership concept.

BOOTH, 19454 Middlesex, Southfield, is a director of the Michigan Real Estate Association. He is vice president of Spencer, Booth and Burton Co., Realtors, and immediate past president of the Wayne County Board of Realtors, West Oakland County Board of Realtors.

He is one of five proponents of the new National Bank of Southfield which has just received approval for organization from the United States controller of the currency, Washington, D. C.

### Insurance Group Elects Township Man Vice President

J. Ted Eschels, 6000 Valley Spring Drive, Bloomfield Township, has been elected vice president of the Life Insurance Leaders of Michigan.

The organization, which is celebrating its 25th anniversary, is made up of the 200 top insurance agents in the state. Donald C. Kolla, 17832 Dunlaine, Beverly Hills, was honored by the group as he gained his first year of qualification.

Michigan State University is building a reputation in low-temperature, solid-state physics, a field of great importance to electronics and space industries.



### Tech Center Tour

Joseph R. Schemansky, Jr., 6213 Malvern Drive, Birmingham, a General Motors styling staff designer, explains an automobile and truck display to Yvonne Bagot, 27, and Julian Deale, 27, two young Australians who are visiting the United States during a tour of GM's Technical Center. The couple is on a five-week joint sponsored by the Australian-American Association as part of a "Pacific Neighbors" project.

### Fisher Body Promotes Engineer

Appointment of Claude P. Sprank, 1309 Sandringham Way, Birmingham, as assistant chief engineer of the Body Engineering Activity was announced recently by Fisher Body Division of General Motors.

Sprank started with Fisher Body as a metal worker in Detroit in 1935. Later he attended General Motors Institute and upon graduation started to work at Fisher Central Engineering and as a detail draftsman and in 1947 was promoted to senior designer.

Other promotions led to his appointment as engineer-in-charge of design and drafting in 1958 and to assistant chief draftsman in 1960. Sprank was promoted in 1962 to senior engineer-in-charge of the Body Engineering Department, the position which he held at the time of his present appointment.

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## NEWS OF BUSINESS

### Optometrist Opens Offices On Telegraph

Dr. Paul L. Connolly, 4347 Karen Lane, Bloomfield Hills, announces the opening of his new office for practice of optometry at 4066 Telegraph Road, Bloomfield Township, in the Petersen Building. He formerly practiced in Royal Oak. Dr. Connolly is a graduate of Cranbrook School and the Pennsylvania State College of Optometry. He attended the University of Zurich in Switzerland, studying political science.

He is a member of the Michigan Optometric Association, the American Optometric Association and the American Academy of Optometry.

HE WAS FORMERLY head of the Eye Clinic at the Children's Aid Society in Detroit and now serves in the same capacity at the Baptist Children's Home of Detroit.

He is on the optometric staff of the Oakland County Children's Home. Dr. Connolly is automotive editor of the "Optometric Weekly," writing a column entitled "Automobiles, Vision and Driving." He serves as a visual consultant to the automotive industry on those factors of engineering and design which concern vision. He was recently appointed a member of the Road User Characteristics Committee of the Highway Research Board, National Academy of Sciences—National Research Council.

### Elected Director

Dr. Francis G. LeVeque, a Birmingham dentist, was elected a director of Anchor Steel and Conveyor Co. at the annual stockholders' meeting May 23. He lives at 175 Abbey, Birmingham.

### Goets to Bermuda

Jerry Halloran, 32815 Robinhood Drive, Beverly Hills, vice president with Display Corp. of Milwaukee, recently attended the Point-of-Purchase Advertising Institute's sixth annual members' meeting in Bermuda. Halloran has been with Display Corp. for 12 years.

### Credit Bureau Open In Briggs Building

The Credit Bureau of Birmingham has moved from 800 S. Adams Road to 255 Briggs Building, according to Wayne L. Combs, manager.

A contemporary decor and new telephone office are features of the downtown office. The Credit Bureau was located on Adams for approximately two years.



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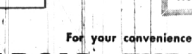
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### Electric Company Names Ben Smith As Top Executive

Ben S. Smith, 1756 Melbourne, Birmingham, was named president of the Fife Electric Supply Co. of Detroit at a meeting of the board of directors last week. Smith, who started with Fife Electric in 1946 in sales, moves up from executive vice president.

He is a former state amateur golf champion and three times Detroit district golf champion. He is co-chairman of the Citizens Council for Youth Physical Fitness in Birmingham and serves on the Executive Committee of the Birmingham YMCA New Building Program.

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